

REGISTER OF CLASSIFICATION DECISIONS

Date of entry in Register:	20 May 1997
Name of applicant/court:	Gordon and Gotch (NZ) Ltd
Applicant to the Labelling Body:	Not Applicable
Title of Publication:	Electric Blue Vol 7. No 5
Other Known Titles:	Not Stated
Director:	Not Applicable
Producer:	Not Applicable
Publisher:	Power Radio Ltd.
Author:	Not Applicable
Format:	Magazine
Country of Origin:	UK
Language:	English

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Components of film originally examined: Not Applicable.

Feature:	Running time:
Trailers:	Running time:
	Total Running time:

Excision/Alteration: No.

Reason(s) for Excision:

Not Applicable.

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Classification Decision:

Objectionable except if the availability of the publication is restricted to persons who have attained the age of 18 years.

Display conditions:

Section 27

Either

That when the publication is on public display, the classification given to the publication must be shown on the publication; or any package in which the publication is kept

and

That the publication must be publicly displayed only in a sealed package

and

That where the publication is publicly displayed in a package, the package must be made of opaque material.

Or

That when the publication is on public display, the classification given to the publication must be shown on the publication; or any package in which the publication is kept

and

That the publication must be publicly displayed only in a sealed package

and

That the publication must be publicly displayed only in premises, or a part of premises, set aside for the public display of restricted publications (whether or not articles other than restricted publications are also displayed in those premises or that part of those premises).

Descriptive Note:

Not Applicable.

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Direction to issue a label has been given on: Not Applicable.

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SUMMARY OF THE REASONS FOR DECISION:

The magazine entitled *Electric Blue Vol 7. No 5* is classified as:
Objectionable except if the availability of the publication is restricted to persons who have attained the age of 18 years.

Electric Blue Vol 7. No 5 contains a large number of photographs of females in poses suggestive of sexual activity displaying bare breasts, buttocks, and genitals (approximately 70% of the magazine), and advertisements for sexual products and services (approximately 19% of the magazine). The remainder of the magazine includes stories, video reviews and letters, all of which are sexual in nature.

The New Zealand Bill of Rights Act 1990 has been considered in determining a classification for *Electric Blue Vol 7. No 5*. Section 14 of the NZBR Act does apply to this publication. However, the presence of female nudity and sexual themes presented in a manner intended to sexually arouse is a reasonable justification to restrict the publication.

OFLC Ref: 9600509